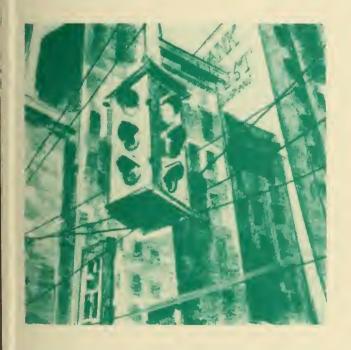


Reference Copy



MAJOR RETAIL CENTERS

in Standard Metropolitan Statistical Areas

NEBRASKA



The 1967 Census of Business reports will comprise eight volumes:

Vols. I, III, IV—Retail Trade
Vols. V, VI—Wholesale Trade
Vols. VIII—Selected Services
Retail Trade reports are issued first as separate
preprints and then brought together in the following volumes:

VOL. I. RETAIL TRADE, SUBJECT REPORTS

A U.S. summary chapter and chapters presenting tabulations based on the following characteristics of individual establishments: sales-size; employment-size; single or multiunit ownership; and legal form of ownership. Statistics are presented for the United States, States, and standard metropolitan statistical areas, by kind of business. This volume consists of the subject reports previously issued as series BC67–RS.

VOL. II. RETAIL TRADE, AREA STATISTICS

A U.S. summary chapter and chapters for each State, the District of Columbia, Guam, and the Virgin Islands. Statistics are presented by kind of business, for counties, cities, standard metropolitan statistical areas, and for selected towns and townships in New England, New Jersey, and Pennsylvania. The kind-of-business detail varies in accordance with the number of retail establishments in an area. This volume consists of the area reports previously issued as series BC67–RA.

VOL. III. MAJOR RETAIL CENTERS

A summary chapter and a chapter for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Each chapter presents data for the major retail centers (MRC's) in the SMSA's and for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA's. Statistics for the CBD are presented for retail trade by kind of business. Data for each major retail center include (a) sales and establishment counts for total retail trade and for three major subgroups of retail trade and (b) establishment counts only, by detailed kind of business. This volume consists of the major retail center reports previously issued as series BC67–MRC.

VOL. IV RETAIL MERCHANDISE LINE SALES

A U.S. summary chapter and chapters for each State. Each chapter presents statistics on (a) number of establishments and total sales for establishments in a specified kind of business, (b) the number and total sales of those establishments reporting their sales by the 25 broad merchandise lines, (c) the percentage of total sales accounted for by each of the 25 broad lines, and for (d) establishments handling a specific line, what percent of their total sales is represented by sales of that line. Additional merchandise line detail is shown for selected kinds of business. This volume consists of the reports previously issued as series BC67–MLS.

Issued March 1970

This report is a preprint of a corresponding chapter of Vol. III—Retail Trade, Major Retail Centers.

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NEBRASKA, BC67-MRC-28

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BUREAU OF THE CENSUS

George Hay Brown, Director

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BUSINESS DIVISION
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MAJOR RETAIL CENTERS

in Standard Metropolitan
Statistical Areas

NEBRASKA



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary

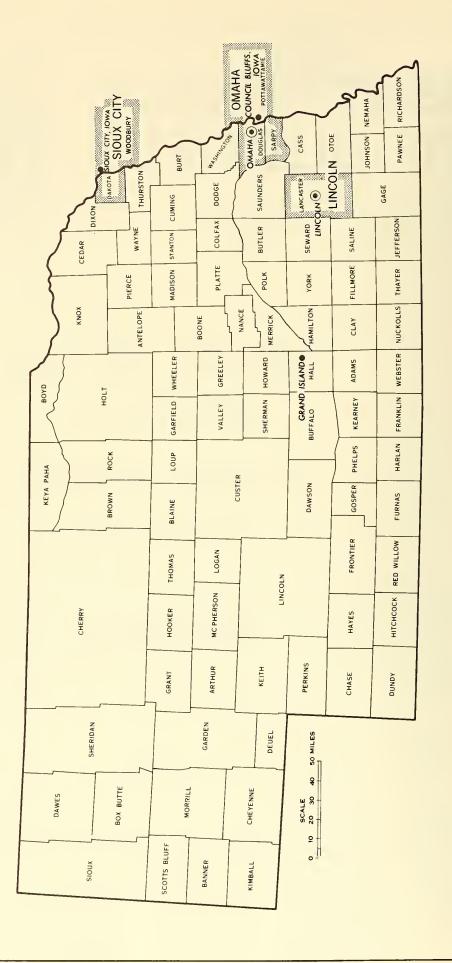
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Harold C. Passer, Assistant Secretary for Economic Affairs

BUREAU OF THE CENSUS George Hay Brown, Director

NEBRASKA

Incorporated places of 100,000 and over Incorporated places of 25,000-100,000 Standard Metropolitan Statistical Areas



Introduction

AUTHORITY AND SCOPE-The economic censuses are required by law under Title 13, United States Code, sections 131, 191, and 224. The 1967 Census of Business portion of the economic censuses consists of firms engaged in retail trade, wholesale trade, and selected services (hotels and motels; personal, business, and repair services; and amusement and recreation services including the motion picture industry) which operated in the United States. In addition, the Census of Business covered public warehouses, dental laboratories, law firms, architectural and engineering firms, travel agencies, and truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission. Data for the contract construction industry also were collected in this Census but published in a separate series of reports. The Census of Business also covered Guam and the Virgin Islands. A separate 1967 Census of Business, Manufacturers, and Construction for Puerto Rico was conducted jointly with the Commonwealth Government.

KINDS OF BUSINESS COVERED—This series of reports provides findings only for retail stores in the areas covered. Data for nonstore retailers are not included in these reports. For definitions, see appendix A.

AREAS COVERED—This series consists of a summary report and a report for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Data for SMSAs which cross State lines, appear only in the State report in which the SMSA is primarily located. Each report presents data for the major retail centers (MRC's) in the SMSA's. Data are also shown for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA.

DELINEATION OF MAJOR RETAIL CENTERS— Two types of major retail centers have been delineated for these reports: (1) Central business districts (CBD's); and (2) concentrations of retail stores (other than CBD's) located in each SMSA.

Since there were no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau (1) in

consultation with local census tract committees defined a CBD as "an area of very high land valuation; an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i.e., to consist of one or more whole census tracts. The emphasis on tract boundaries was based on the fact that census statistics other than those derived from the Census of Business are identified in terms of tract location and therefore can conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inciusion of area segments not consistent with the first criterion or to the exclusion of small segments which clearly belonged within the first criterion. It was believed that these shortcomings generally would not prove to be serious and that the differences in area probably would not significantly affect the totals for the items being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant in order to maximize the value of comparisons over time.

In some cities previously established CBD's or similar areas which substantially corresponded to the Census Bureau's requirements for CBD's were accepted for use in the Bureau's program.

Major retail centers (MRC's) are defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas but outside of the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which is classified as a department store.

MRC's include not only the planned suburban shopping centers but also the older "string" street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved, to include all of the center.

Because MRC's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) without infringement of the Bureau's legal requirement for maintenance of confidentiality. For this reason, it is necessary to limit the sales figures for MRC's to only—

- 1. Retail stores, total.
- 2. Convenience goods stores, i.e., food stores (SIC 54); eating and drinking places (SIC 58); and drug, proprietary stores (SIC 591).
- 3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53 part); apparel, accessory stores (SIC 56); and furniture, home furnishings, equipment stores (SIC 57).
- 4. All other retail stores (SIC 52, 55, 59, except 591).

This report series was started as a part of the 1954 Census of Business, at which time data were provided for a total of 95 CBD's. In the 1958 Census of Business additional CBD's were defined and MRC's were identified for the first time. At that time data were published for

109 CBD's and for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's located in 116 SMSA's and for 972 MRC's. The present series will include data for about 1,700 MRC's located in the 230 SMSA's in the United States and for 134 CBD's.

CENSUS DISCLOSURE RULES—In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure, so that this item may appear in instances where other items of information for the same kind of business or locality are withheld.

STANDARD METROPOLITAN STATISTICAL AREAS—The standard metropolitan statistical areas (SMSA's) included in these reports are those defined by the Bureau of the Budget in 1967.¹

¹ Executive Office of the President, Bureau of the Budget, Standard Metropolitan Statistical Areas, 1967, as amended January 15, 1968.

MAJOR RETAIL CENTERS IN STANDARD METROPOLITAN STATISTICAL AREAS

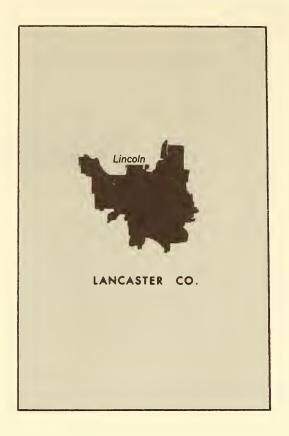
Nebraska

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LINCOLN, NEBR.

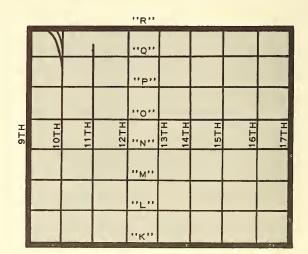
Standard Metropolitan Statistical Area and Central Business District



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Comprising Census Tract 19

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U.S. DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

LINCOLN, NEBR.

City and Major Retail Centers

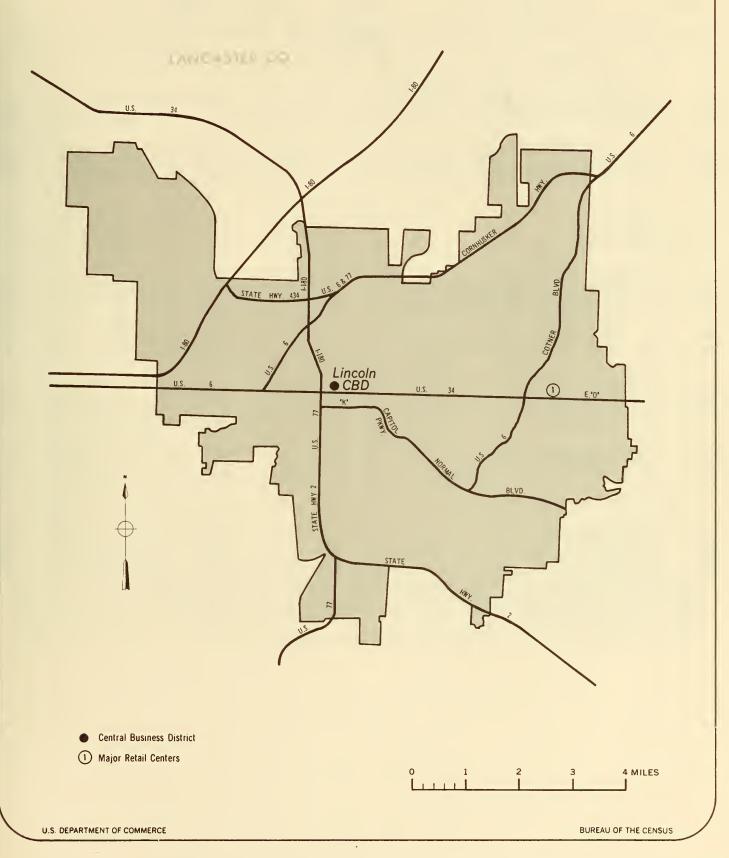


TABLE 1. The Central Business District: 1967 and 1963

			19	67			1963	
SIC code	Kind of business	Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	195	85 532	12 721	3 945	252	87 879	13 551
52 5251 52 EX. 5251	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	5 - 5	1 212 - 1 212	223 - 223	47 - 47	9 - 9	2 290 - 2 290	368 - 368
53 PART 531 533 539	GENERAL MERCHANDISE GROUP STORES ¹	10 4 5 1	34 455 32 189 (D) (D)	5 638 5 191 (D)	1 935 1 795 (D)	10 4 5 1	38 197 (D) 2 435 (D)	6 227 (D) 448 (D)
54	FOOD STORES	4	(D)	(D)	(0)	9	1 737	160
55 Ex. 554	AUTOMOTIVE DEALERS	7	17 105	1 392	239	14	13 911	1 102
55 PT.(554)	GASOLINE SERVICE STATIONS	10	2 173	244	61	16	2 083	231
56 562, 3, 8 562 OTHER 56	APPAREL AND ACCESSORY STORES	23 9 5 14	12 646 5 428 (D) 7 218	2 165 1 001 (D) 1 164	607 305 (D) 302	31 12 5 19	10 858 4 433 3 944 6 425	2 094 785 717 1 309
565 566 564, 7, 9	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES'	3 2 6 3	(D) (D) 1 614 (D)	(D) (D) 231 (D)	(D) (D) 37 (D)	4 2 9 4	840 (D) (D) 55	(D) (D) (D)
57 5712 OTHER 571 572, 573	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES FURNITURE STORES	18 4 3	5 596 2 187 (D)	854 371 (D)	177 69 (D)	26 4 4	5 586 (D) (D)	950 (D) (D)
	MUSIC STORES	11	(0)	(0)	(D)	18	3 080	482
58 5812 5813	EATING AND DRINKING PLACES	46 29 17	4 089 2 889 1 200	1 054 845 209	516 421 95	56 36 20	4 448 3 432 1 016	1 127 980 147
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	7	(0)	(0)	(D)	8	2 334	333
59 EX. 591 592 595 597 5992	MISCELLANEOUS RETAIL STORES ⁴	65 10 6 10 4	5 279 1 151 904 1 329 264	795 81 132 270 44	224 21 35 52 27	73 16 3 15 5	6 435 1 503 (U) 1 528 336	959 106 (D) 249 59

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. Revised.

Lexcludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

21967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.

31967 data limited to "employer" establishments.

4Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

						Ī		
			19	67			1963	
SIC code	Kind of business	Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	1 061	255 979	(0)	(D)	878	210 422	26 574
52 5251 52 Ex. 5251	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	74 17 57	13 567 (D) (D)	1 736 (D) (D)	385 (D) (D)	62 17 45	15 598 (D) (D)	2 055 (D) (D)
53 PART 531 533 539	GENERAL MERCHANDISE GROUP STDRES ¹	32 9 14 9	(D) 53 254 3 653 (D)	8 925 8 235 (D) (D)	2 842 2 614 (D) (D)	19 5 9 5	(D) 42 617 (D) 676	(D) 6 912 (D) 53
54	FODD STDRES	120	48 955	3 951	1 171	97	39 112	2 835
55 EX. 554	AUTOMDTIVE DEALERS	7D	45 302	3 635	669	53	39 D44	3 202
55 PT.(554)	GASOLINE SERVICE STATIONS	165	19 723	1 774	582	154	13 864	1 238
56 562, 3, 8 562 DTHER 56 561	APPAREL AND ACCESSDRY STORES	49 16 9 33	(D) (D) 5 852 (D)	(D) (D) 1 056 (D)	(D) (D) 341 (D)	40 15 8 25	(D) (D) (D)	(D) (D) (D)
565 566 564, 7, 9	STDRES ³	5 5 14 5	1 047 (D) 3 138 (D)	134 (D) 443 (D)	29 (D) 76 (D)	4 4 13 4	(D) (D) (D) (D)	(D) (D) (D)
57 5712 DTHER 571 572, 573	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STDRES	55 14 14	(D) 3 083 (D)	(D) 444 (D)	(D) 87 (D)	70 24 17	8 984 (D) (D)	1 381 (D) (D)
	MUSIC STORES	27	(D)	(0)	(D)	29	(D)	(D)
58 5812 5813	EATING AND DRINKING PLACES	206 156 50	18 329 14 552 3 777	4 883 (D) (D)	2 151 (D) (D)	156 129 27	11 565 10 102 1 463	2 837 2 614 223
59 PT.(591)	DRUG STORES AND PROPRIETARY STDRES	46	8 664	(D)	(0)	45	(0)	(D)
59 EX. 591 592 595 597 5992	MISCELLANEOUS RETAIL STDRES4	244 45 15 18 15	16 411 5 269 (D) (D)	1 879 (D) (D) 321 176	530 (D) (D) 59 69	182 40 6 22 15	13 567 4 369 995 1 604 900	1 806 286 166 251 157

business.

31967 data limited to "employer" establishments.

4Includes data for those kinds oi business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

LINCOLN SMSA—Coextensive with Lancaster County, Nebr.

			190	67			1963	
SIC code	Kind of business	Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	1 162	263 579	(0)	(a)	1 060	227 568	28 060
52 5251 52 EX. 5251	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	81 18 63	13 980 1 793 12 187	1 762 (D) (D)	396 (D) (D)	76 20 56	18 995 2 174 16 821	2 302 284 2 018
53 PART 531 533 539	GENERAL MERCHANDISE GRDUP STDRES ¹	33 9 14 10	57 331 53 254 3 653 424	8 925 8 255 (D) (D)	2 842 2 614 (D) (D)	20 5 10 5	46 913 42 617 (D) (D)	7 577 6 912 (D) (D)
54	FODD STDRES	143	50 112	4 004	1 190	126	41 690	2 976
55 EX. 554	AUTDMDTIVE DEALERS	76	46 228	3 700	682	70	41 318	3 316
55 PT.(554)	GASDLINE SERVICE STATIONS	181	20 881	1 856	615	194	16 963	1 485
56 562, 3, 8 562 DTHER 56	APPAREL AND ACCESSDRY STDRES	50 16 9 34	18 300 6 506 5 852 11 794	2 753 1 123 1 056 1 630	817 358 341 459	44 16 9 28	13 480 4 885 4 353 8 595	2 350 841 771 1 509
565 566 564, 7, 9	MEN'S AND BDYS! CLDTHING AND FURNISHINGS STDRES3	5 6 14 5	1 047 (D) 3 138 (D)	134 (D) 443 (D)	29 (D) 76 (D)	4 5 15 4	(D) (D) 2 595 (D)	(p) (p) 382 (p)
57 5712 OTHER 571 572, 573	FURNITURE, HDME FURNISHINGS, AND EQUIPMENT STORES	57 14 15	9 484 3 083 1 648 4 753	1 348 444 (D)	283 87 (D)	75 26 17	9 295 3 684 1 749 3 862	1 401 575 249
58 5812 5813	EATING AND DRINKING PLACES	230 172 58	19 302 15 320 3 982	5 082 4 469 613	2 246 1 974 272	202 156 46	13 947 11 503 2 444	3 322 2 975 347
59 PT.(591)	DRUG STDRES AND PROPRIETARY STORES	46	8 664	(a)	(a)	47	9 449	1 381
59 EX. 591 592 595 597 5992	MISCELLANEDUS RETAIL STORES4	265 48 17 19 16	19 297 5 355 1 507 1 662 980	2 026 384 (D) 321 176	562 121 (D) 59 69	206 44 6 22 16	15 518 4 748 995 1 604 953	1 950 319 166 251 169

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. Revised.

Lexcludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

21967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of

business.

31967 data limited to "employer" establishments.

4Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

		Per	cent change in sa 1963 to 1967	les	Perce	nt distribution of	sales
SIC code	Kind of business	Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL 1	-2.7	21.7	15.8	100.0	100.0	100.0
52	BUILDING MATERIALS, HAROWARE, AND FARM EQUIP-						
5251 52 EX. 5251	MENT OEALERS	-47 · 1 -47 · 1	-13.0 -14.2 -12.8	-26.4 -17.5 -27.5	1 • 4 -	5+3 (D) (D)	5.3 0.7 4.6
53 PART	GENERAL MERCHANDISE GROUP STORES 1	-9.8	24.1	22.2	40.3	(D)	21.8
531 533	OEPARTMENT STORES	(D) (D)	24.9 (D)	24.9 (D)	37.6 (D)	20.8	20 • 2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	(0)	(D)	(D)	(D)	(D)	0 • 2
54	FOOO STORES	(0)	25.2	20.2	(0)	19.1	19.0
55 EX. 554	AUTOMOTIVE OEALERS	23.0	16.0	11.9	20.0	17.7	17.5
55 PT.(554)	GASOLINE SERVICE STATIONS	4.3	42.3	23.1	2 • 5	7.7	7.9
56 562, 3, 8	APPAREL AND ACCESSORY STORES	16.5	49.7	35.8	14.8	(D)	7.0
	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	22.4	29.1	33.2	6.3	(D)	2.5
562 OTHER 56	WOMEN'S READY-TO-WEAR STORES OTHER APPAREL AND ACCESSORY STORES	(D) 12.3	(D) 60.3	34.4 37.2	(D) 8.4	2.3 (D)	2.2
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT						
5712	STORES	0.2	(D)	2.0	6.5	(D)	3.6
OTHER 571	HOME FURNISHINGS STORES	(D) -27.6	(D) -7.2	-16.3 -5.8	2.6 (D)	1.2 (D)	1.2
572, 573	HOUSEHOLO APPLIANCE, RAOIO, TELEVISION, AND MUSIC STORES	(D)	27.0	23.1	(D)	(D)	1.8
58	EATING ANO ORINKING PLACES	-8.1	58.5	70 //	4.8	7.0	
5812	EATING PLACES	-15.8	44.0	38.4 33.2	3.4	7.2 5.7	7 • 3 5 • 8
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	18.1	158.2	62.9	1.4	1.5	1.5
59 PT.(591)	ORUG STORES AND PROPRIETARY STORES	(0)	(D)	-8.3	(D)	3.4	3.3
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	-18.0	21.0	24.3	6.2	6.4	7.3
592 595	LIQUOR STORES	-23.4	20.6	12.8	1.3	2 • 1	2.0
597	JEWELRY STORES	(D) -13.0	(D)	51.4 3.6	1.6	(D)	0.6
5992	FLORISTS	-21.4	(D)	2.8	0.3	(D)	0.4

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. rRevised.

1Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

2Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

		Central business of	listrict sales as
SIC code	Kind of business	Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	33.4	32•5
52 5251 52 EX. 5251	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	8.9 (D) (D)	8•7 0.0 9•9
53 PART 531 533 539	GENERAL MERCHANDISE GROUP STORES DEPARTMENT STORES	(D) 60•4 (D) (D)	60·1 60·4 (D) (D)
54	FOOD STORES	(D)	(D)
55 Ex. 554	AUTOMOTIVE DEALERS	37.8	37 • 0
55 PT.(554)	GASOLINE SERVICE STATIONS	11.0	10.4
56 562, 3, 8 562 OTHER 56 561 565 566 564, 7, 9	APPAREL AND ACCESSORY STORES	(D) (D) (D) (D) (D) 51.4 (D)	69.1 83.4 (D) 61.2 (D) (D) 51.4 (D)
57 5712 OTHER 571 572, 573	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	(D) 70.9 (D) (D)	59.0 70.9 (D)
58 5812 5813	EATING AND DRINKING PLACES	22.3 19.9 31.8	21 • 2 18 • 9 30 • 1
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	(0)	(0)
59 EX. 591 592 595 597 5992	MISCELLANEOUS RETAIL STORES4	32.2 21.8 (D) (D)	27.4 21.5 60.0 80.0 26.9

Standard Notes: - Represents zero. D Withheld to avoid disclosure, NA Not available, "Revised.

1 Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

2 1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of

business.

31967 data limited to "employer" establishments.

4Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below) No. 1
	RETAIL STORES, TOTAL: 1 NUMBER	1 162 263 579	195 85 532	19 20 446
54, 58, 591	CONVENIENCE GOOOS STORES: NUMBER	- 419 78 078	57 7 066	2 (0)
53 PT.56,57	SHOPPING GOOOS STORES (GAF): ² NUMBER	140 85 115	51 52 697	13 16 847
52, 55, 59 Ex. 591	ALL OTHER STORES: NUMBER	603 100 386	87 25 769	(0)
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL 1	1 162	195	19
52 5251 52 EX. 5251	BUILDING MATERIALS, HAROWARE, AND FARM EQUIPMENT OEALERS	81 18 63	5 - 5	1 1
53 PART 531 533 539	GENERAL MERCHANOISE GROUP STORES OEPARTMENT STORES	33 9 14 10	10 4 5 1	3 2 1
54	FOOO STORES	143	4	1
55 EX. 554	AUTOMOTIVE OEALERS	76	7	-
55 PT. (554)	GASOLINE SERVICE STATIONS	181	10	-
56 562, 3, 8 562 OTHER 56	APPAREL ANO ACCESSORY STORES	50 16 9 34	23 9 5 14	9 3 3 6
57 5712 OTHER 571 572, 573	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. FURNITURE STORES	57 14 15 28	18 4 3 11	1 - - 1
58 5812 5813	EATING ANO ORINKING PLACES	230 172 58	46 29 17	:
59 PT.(591)	ORUG STORES AND PROPRIETARY STORES	46	7	1
59 EX. 591 592 595 597 5992	MISCELLANEOUS RETAIL STORES 3	265 48 17 19 16	65 10 6 10 4	3 2 -

MRC No. 1. Includes the planned center known as "Lincoln Gateway Center" and establishments on "O" St. from 63rd to 66th.

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. Revised.

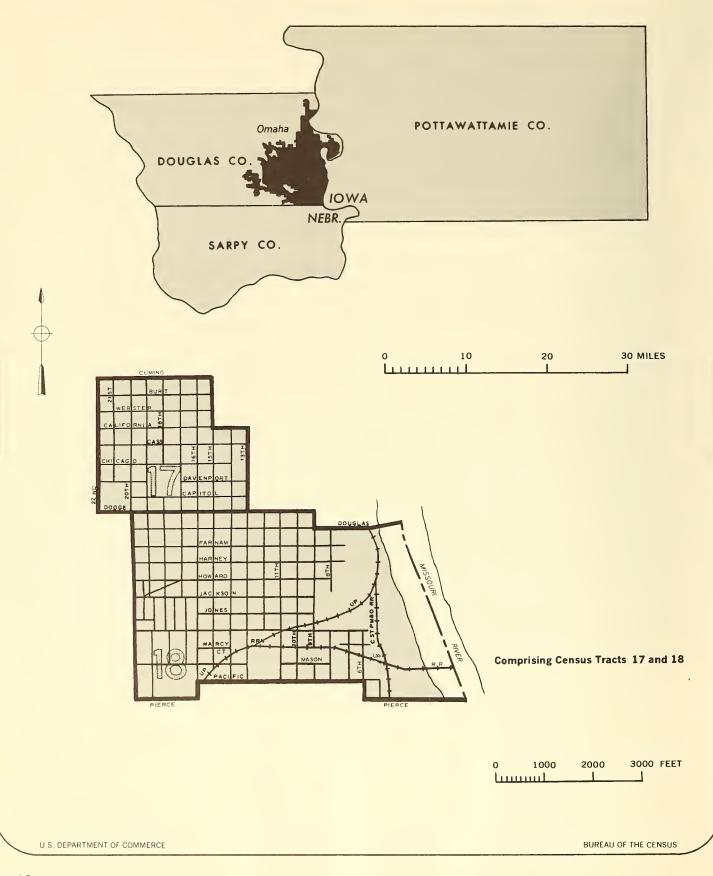
1 Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

2 Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.

3 Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

OMAHA, NEBR.-IOWA

Standard Metropolitan Statistical Area and Central Business District



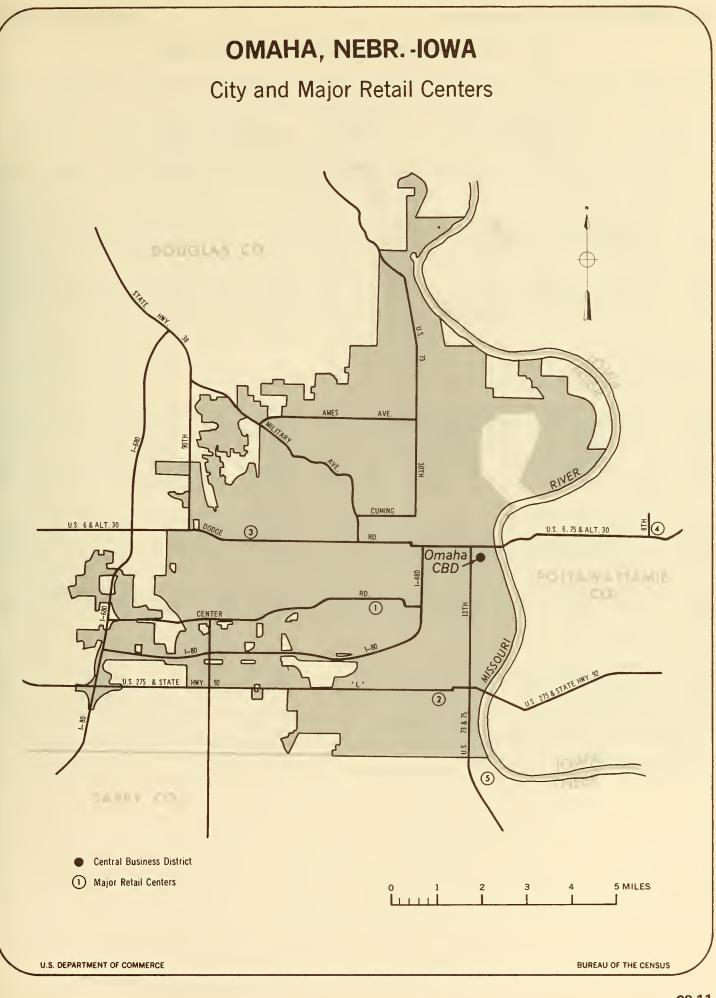


TABLE 1. The Central Business District: 1967 and 1963

			19	67			1963	
SIC code	Kind of business	Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	317	101 271	19 915	5 210	410	104 330	17 645
52 5251 52 EX. 5251	BUILOING MATERIALS, HARDWARE, AND FARM EOUIP- MENT OEALERS	10 5 5	(D) 261 (D)	(D) (D) (D)	(D) (Ū) (D)	12 5 7	5 077 (D) (D)	837 (D) (D)
53 PART 531 533 539	GENERAL MERCHANDISE GROUP STORES ¹	13 4 5 4	43 698 39 539 (D) (D)	10 200 9 418 (D) (D)	2 515 2 286 (D) (D)	10 3 3 4	42 956 38 322 (D) (D)	7 183 6 260 (D) (D)
54	FOOD STORES	11	3 933	383	70	17	4 062	306
55 EX. 554	AUTOMOTIVE OEALERS	6	(D)	(0)	(D)	10	5 395	814
55 PT.(554)	GASOLINE SERVICE STATIONS	12	2 884	287	85	20	1 966	205
56 562, 3, 8 562 OTHER 56 561	APPAREL ANO ACCESSORY STORES	42 12 9 30	17 972 5 988 5 691 11 984	3 376 1 122 1 073 2 254	875 384 372 491	67 22 11 45	14 855 6 107 5 653 8 748	2 855 1 177 1 106 1 678
565 566 564, 7, 9	STORES ³	9 4 11 3	2 206 (D) 1 757 329	370 (D) 280 (D)	73 (D) 65 (D)	17 3 20 5	1 973 (D) 2 585 (D)	362 (D) 416 (D)
57 5712 OTHER 571 572, 573	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	16 4 5	4 298 (D) (D)	522 (D) (D)	104 (D) (D)	22 5 3	5 745 (D) (D)	1 008 (D) (D)
3121 313	MUSIC STORES	7	2 438	304	52	14	3 316	630
58 5812 5813	EATING ANO ORINKING PLACES	114 56 58	9 453 5 657 3 796	2 300 1 656 644	900 663 237	137 76 61	10 045 5 889 4 156	2 335 1 661 674
59 PT.(591)	ORUG STORES AND PROPRIETARY STORES	11	4 730	683	180	15	4 808	699
59 EX. 591 592 595 597 5992	MISCELLANEOUS RETAIL STORES4	82 5 1 23 4	7 971 363 (D) 2 799 214	1 181 29 (D) 434 40	317 11 (D) 108	100 12 2 18 4	9 421 790 (D) 3 086 239	1 403 95 (D) 491 49

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. Revised.

Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

21967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of

business.

31967 data limited to "employer" establishments.

4Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

						-		
			196	67			1963	
SIC code	Kind of business	Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	2 435	618 071	(0)	(0)	2 193	492 295	63 509
52 5251 52 EX. 5251	BUILOING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	119 40 79	17 306 3 280 14 026	2 662 440 2 222	561 114 447	109 39 70	23 579 3 783 19 796	3 130 552 2 578
53 PART 531 533 539	GENERAL MERCHANOISE GROUP STORES ¹	69 13 24 32	114 839 99 856 9 709 5 274	19 720 17 724 (D) (O)	4 941 4 308 (D) (O)	50 6 24 20	85 456 74 237 (D) (O)	13 400 11 545 (D) (D)
54	FDOD STORES	287	139 046	11 165	3 185	315	97 976	8 061
55 EX. 554	AUTDMOTIVE DEALERS	139	111 467	10 886	1 764	131	91 893	9 487
55 PT.(554)	GASOLINE SERVICE STATIONS	357	47 707	4 442	1 422	295	29 484	3 102
56 562, 3, 8 562 DTHER 56 561	APPAREL ANO ACCESSORY STORES	151 50 37 101	32 775 (D) 1D 428 (O)	5 522 (D) (O) (O)	1 438 (0) (0) (0)	152 53 35 99	32 411 13 920 (D) 18 491	4 719 1 835 (D) 2 884
565 566 564, 7, 9	STDRES ³	24 9 39 10	4 956 (D) (D) 862	787 (0) (D) 110	162 (0) (0) 45	28 14 45 12	(0) (0) 5 147 (0)	(0) (D) 774 (0)
57 5712 OTHER 571 572, 573	FURNITURE, HDME FURNISHINGS, AND EQUIPMENT STORES	115 26 33	37 757 17 462 8 300	4 471 1 822 1 033	881 317 307	114 42 22	33 044 15 490 8 055	4 412 1 737 1 207
	MUSIC STORES	56	11 995	1 616	257	50	9 499	1 468
58 5812 5813	EATING ANO ORINKING PLACES	646 333 313	59 137 40 098 19 039	13 589 10 513 3 076	5 528 4 382 1 146	580 298 282	44 620 26 825 17 795	9 690 7 012 2 678
59 PT.(591)	ORUG STORES AND PROPRIETARY STORES	105	25 795	3 665	1 017	102	19 396	2 861
59 EX. 591 592 595 597 5992	MISCELLANEOUS RETAIL STORES ⁴	447 63 23 40 36	32 242 8 346 (D) 3 861 2 826	(0) 571 (0) (0) (0)	(O) 185 (D) (O)	345 82 9 29 26	34 436 7 374 (0) 4 922 1 729	4 647 641 (0) 702 354

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. Revised.

1 Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

2 1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.

31967 data limited to "employer" establishments.

4Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

OMAHA, NEBR.-IOWA, SMSA—Consists of Douglas and Sarpy Counties, Nebr., and Pottawattamie County, Iowa

			19	67			1963	
SIC code	Kind of business	Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	3 566	824 410	101 028	27 964	3 269	650 613	78 824
52 5251 52 EX. 5251	BUILOING MATERIALS, HAROWARE, AND FARM EQUIP- MENT OEALERS	215 65 150	36 086 4 949 31 137	4 503 574 3 929	979 149 830	208 65 143	37 769 5 250 32 519	4 537 670 3 867
53 PART 531 533 539	GENERAL MERCHANOISE GROUP STORES OEPARTMENT STORES	116 18 36 62	138 415 115 055 13 033 10 327	23 192 20 055 2 171 966	6 032 5 050 709 273	73 9 34 30	98 878 82 483 10 600 5 795	15 094 12 561 1 885 648
54	F000 STORES	410	183 300	14 466	4 133	455	142 498	11 183
55 EX. 554	AUTOMOTIVE OEALERS	211	146 794	13 639	2 246	209	116 120	11 487
55 PT.(554)	GASOLINE SERVICE STATIONS	529	69 673	6 158	1 958	481	48 843	4 671
56 562, 3, 8 562 OTHER 56	APPAREL ANO ACCESSORY STORES	201 65 49 136	39 999 12 847 12 032 27 152	6 409 2 217 2 065 4 192	1 735 685 652 1 050	195 61 43 134	38 140 14 608 13 696 23 532	5 421 1 901 1 729 3 520
561 565 566 564, 7, 9	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES'	30 18 53 11	6 299 12 081 7 412 (D)	(D) 2 078 1 061 (D)	(D) 529 265 (D)	35 23 61 15	4 755 11 108 6 408 1 261	708 1 701 936 175
57 5712 OTHER 571 572, 573	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	169 36 49	45 898 18 840 9 054	5 672 1 983 1 263	1 078 349 325	175 60 40	37 451 17 466 8 424	4 909 1 953 1 256
	MUSIC STORES	84	18 004	2 426	404	75	11 561	1 700
58 5812 5813	EATING ANO ORINKING PLACES	914 507 407	74 302 51 491 22 811	16 683 13 173 3 510	7 036 5 702 1 334	848 456 392	57 173 36 016 21 157	12 160 9 193 2 967
59 PT.(591)	ORUG STORES AND PROPRIETARY STORES	146	33 364	4 602	1 278	146	24 755	3 518
59 EX. 591 592 595 597 5992	MISCELLANEOUS RETAIL STORES4	655 80 31 54 50	56 579 10 371 1 443 5 085 3 545	5 704 683 97 680 594	1 489 217 25 172 178	479 93 16 38 36	48 986 8 789 (D) 5 472 2 003	5 844 756 (D) 760 409

r_{Revised.}

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. Revised.

1-Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

2-1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of

business.

31967 data limited to "employer" establishments.

4Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

		Per	cent change in sa 1963 to 1967	iles	Perc	ent distribution of	sales
SIC code	Kind of business	Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL 1	-2.9	25.5	26.7	100.0	100.0	100.0
52	BUILOING MATERIALS, HAROWARE, AND FARM EOUIP-						
	MENT OEALERS	(D)	-26.6	-4.5	(0)	2.8	4.4
5251 52 Ex. 5251	HAROWARE STORES	(D)	-13.3	-5.7	0.3	0.5	0.6
J2 LX. J2J1	OTHER	(D)	-29 • 1	-4.3	(D)	2.3	3.8
53 PART	GENERAL MERCHANOISE GROUP STORES 1	1.7	34.4	40.0	43.1		16.7
531	OEPARTMENT STORES	3.2	34.5	39.5	39.0	18.6	14.0
533	VARIETY STORES	(D)	(D)	22.9	(D)	1.6	1.5
539	MISCELLANEOUS GENERAL MERCHANOISE STORES	(D)	(D)	78.2	(D)	0.9	1.2
54	F000 STORES	-3.2	41.9	28.6	3.9	22.5	22•2
55 EX. 554	AUTOMOTIVE OEALERS	(D)	21.3	26.4	(D)	18.0	17.8
55 PT.(554)	GASOLINE SERVICE STATIONS	46.7	61.8	42.6	2.8	7.7	8.5
33 7 7 7 7 7 7 7 7	dasseline service stratistics of the service stratistics	40.7	01.0	42.0	2.0	/•/	
56 562, 3, 8	APPAREL ANO ACCESSORY STORES	21.0	1.1	4.9	17.7	5.3	4.9
	FURRIERS	-2.0	(D)	-12.1	5.9	(0)	1.6
562 OTHER 56	WOMEN'S READY-TO-WEAR STORES OTHER APPAREL AND ACCESSORY STORES	.7	(D)	-12.1	5.6	1.7	1.5
OTHER 30	OTHER AFFAREL AND ACCESSOR STORES	36.4	(0)	15.4	11.8	(D)	3.3
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT						
	STORES	-25.2	14.3	22.5	4.2	6.1	5.6
5712 OTHER 571	FURNITURE STORES	(D)	12.7	7.9	(D)	2.8	2.3
572, 573	HOME FURNISHINGS STORES	(D)	3.0	7.5	(D)	1.4	1.1
,	MUSIC STORES	-26.5	26.3	55.7	2.4	1.9	2.2
58	EATING AND ORINKING PLACES	-5.9	32.5	29.9	9.3	9.6	9.0
5812 5813	EATING PLACES	-3.9 -8.7	49.5 7.0	43.0 7.8	5.6 3.7	6.5 3.1	6 • 2
3019	ON INCING PLACES (ALCOHOLIC BEVERAGES)	-0.7	7.0	7.0	5.1	3.1	2.00
59 PT.(591)	ORUG STORES AND PROPRIETARY STORES	-1.6	33.0	34.8	4.7	4.2	4.0
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	-15.4	-6.4	15.5	7.9	5.2	6.9
592	LIOUOR STORES	-54 • 1	13.2	18.0	0.4	1.4	1.3
595	SPORTING GOODS STORES, BICYCLE SHOPS	(D)	165.0	(D)	(D)	(D)	0.2
597 5992	JEWELRY STORES	-9.3 -10.5	-21.6 63.4	-7.1 77.0	2 • 8	0.6	0.6
			1		0.2		

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. rRevised.

1Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

2Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

		Central business d	listrict sales as
SIC code	Kind of business	Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	16.4	12.3
52 5251 52 EX. 5251	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	(D) 8.0 (D)	(D) 5•3 (D)
53 PART 531 533 539	GENERAL MERCHANDISE GROUP STORES DEPARTMENT STORES VARIETY STORES. MISCELLANEOUS GENERAL MERCHANDISE STORES.	38+1 39+6 (D) (D)	31.6 34.4 (D) (D)
54	FOOD STORES	2.8	2 • 1
55 EX. 554	AUTOMOTIVE DEALERS	(D)	(D)
55 PT.(554)	GASOLINE SERVICE STATIONS	6.0	4 • 1
56 562, 3, 8 562 OTHER 56 561 565 566 564, 7, 9	APPAREL AND ACCESSORY STORES	54.8 (D) 54.6 (D) 44.5 (D) (D) 38.2	44.9 46.6 47.3 44.1 (D) (D) 23.7 (D)
57 5712 OTHER 571 572, 573	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	11.4 (D) (D) 20.3	9.4 (D) (D) 13.5
58 5812 5813	EATING AND DRINKING PLACES	16.0 14.1 19.9	12.7 11.0 16.6
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	18.3	14.2
59 EX. 591 592 595 597 5992	MISCELLANEOUS RETAIL STORES ⁴	24.7 4.3 (D) 72.5 7.6	14.1 3.5 (D) 55.0 6.0

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. Revised.

Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

21967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of

business.

3 1967 data limited to "employer" establishments.

4 Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan	Central business	Major retai (see decript	
310 2000		statistical area	district	No. 1	No. 2
	RETAIL STORES, TOTAL: 1 NUMBER	3 566 824 410	317 101 271	23 7 090	88 23 317
54, 58, 591	CONVENIENCE GOOOS STORES: NUMBER	1 470 290 966	136 18 116	5 946	27 4 242
53 PT.56,57	SHOPPING GOODS STORES (GAF):2 NUMBER	486 224 312	71 65 968	11 5 645	24 8 273
52, 55, 59 EX. 591	ALL OTHER STORES: NUMBER	1 610 309 132	110 17 187	7 499	37 10 802
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL	3 566	317	23	88
52 5251 52 EX. 5251	BUILOING MATERIALS, HAROWARE, ANO FARM EOUIP- MENT OEALERS	215 65 150	10 5 5	1 7	7 1 6
53 PART 531 533 539	GENERAL MERCHANDISE GROUP STORES 1	116 18 36 62	13 4 5 4	2 1 1 -	3 1 2
54	FOOD STORES	410	11	1	5
55 EX. 554	AUTOMOTIVE DEALERS	211	6	-	9
55 PT.(554)	GASOLINE SERVICE STATIONS	529	12	1	4
56 562, 3, 8	APPAREL AND ACCESSORY STORES	201	42	9	13
562 OTHER 56	FURRIERS	65 49 136	12 9 30	3 3 6	2 2 11
57 5712 OTHER 571 572, 573	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	169 36 49	16 4 5	- - -	8 3 - 5
58 5812 5813	EATING ANO DRINKING PLACES	914 507 407	114 56 58	3 2 1	19 4 15
59 PT.(591)	ORUG STORES AND PROPRIETARY STORES	146	11	1	3
59 EX. 591 592 595 597 5992	MISCELLANEOUS RETAIL STORES	655 80 31 54 50	82 5 1 23	5 1 - 1	17 1 2 5

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. Revised.

1 Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

2 Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.

3 Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1. Includes the planned center known as "The Center" in the area bounded by: Center, S. 40th, Frances, and S. 42nd. (Omaha)

MRC No. 2. Includes establishments in the area bounded by: "K" St., S. 23rd St., "Q" St., and S. 25th St. (Omaha)

TABLE 6. Major Retail Centers in the SMSA: 1967-Continued

SIC code	Kind of business	Major retail centersContinued (see descriptions below)		
		No. 3	No. 4	No. 5
	RETAIL STORES, TOTAL: NUMBER	46 55 142	140 37 706	20 16 549
54, 58, 591	CONVENIENCE GOOOS STORES: NUMBER	13 5 918	51 12 894	3 (o)
53 PT.56,57	SHOPPING GOODS STORES (GAF):2 NUMBER	21 47 190	36 13 414	15 15 874
52, 55, 59 EX. 591	ALL OTHER STORES: NUMBER	12 2 034	53 11 398	2 (0)
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL	46	140	20
52 5251 52 Ex. 5251	BUILDING MATERIALS, HAROWARE, ANO FARM EQUIPMENT OEALERS	2 1	9 3 · 6	<u>-</u>
53 PART 531 533 539	GENERAL MERCHANOISE GROUP STORES	4 2 1	10 2 3 5	4 3 1 -
54	F000 STORES	3	13	1
55 Ex. 554	AUTOMOTIVE DEALERS	-	7	-
55 PT.(554)	GASOLINE SERVICE STATIONS	5	7	-
56 562, 3, 8 562 OTHER 56	APPAREL AND ACCESSORY STORES	12 6 5 6	15 4 2 11	8 3 3 5
57 5712 OTHER 571 572, 573	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . FURNITURE STORES	5 - - 5	11 3 - 8	3 - - 3
58 5812 5813	EATING ANO ORINKING PLACES	8 6 2	28 16 12	1 1 -
59 PT.(591)	ORUG STORES AND PROPRIETARY STORES	2	10	1
59 Ex. 591 592 595 597 5992	MISCELLANEOUS RETAIL STORES ³	5 - - 1	30 2 1 9 2	2

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. *Revised.

1-Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

2-Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.

3-Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 3. Includes the planned center known as "The Crossroads" and establishments on Dodge St. from 70th St. to 75th St., on 72nd St. from Cass St. to Farnam St., and on Cass St. from 72nd to 75th Sts. (Omaha)

MRC No. 4. Includes the establishments in the area bounded by: Washington Ave., First, Pierce, Bluff, 9th Ave., and 8th. (Council Bluffs City) (MRC No. 4 consisted of parts of Tracts CB-202, 207, and 209 in 1963-was expanded in 1967 to conform to Tract 309.)

MRC No. 5. Includes the planned center known as "Southroads Shopping Center" bounded by: Ft. Crook Rd., Chandler, Bellevue, Prairie Rd., and Childs Rd. (Bellevue)

Appendix

GENERAL EXPLANATION

CENSUS COVERAGE

Method of Coverage—Effective with the 1967 Census of Business, a major shift in the method of compiling data was introduced. In the 1954, 1958, and 1963 Censuses data for all "employer" establishments (those which had some paid employment during the census year) were obtained through a mail canvass. Information for "nonemployers" was obtained from Federal income tax records.

In the 1967 Census of Business, retail firms were divided into two categories—the "mail universe" and the "nonmail" universe. The coverage of each component and the method of obtaining census information for these two groups are described below.

- 1. The "nonmail" universe—This group consists of firms which were not required to file a regular census return and includes the following categories:
 - a. All "nonemployers"—Consists of all firms with no paid employment during 1967. Sales information for these firms was obtained from 1967 Federal income tax records. Although made up of a large number of firms, the nonemployer segment accounts for only about 5 percent of total retail sales. (See "Comparison of the 1963 Census With the 1967 Census," item 4, on the next page.)

In the 1967 Census, data for all nonemployer establishments were compiled from tax records. In the 1963 Census, data were compiled from only one-half of the nonemployer tax returns and were multiplied by 2 to establish census totals.

The census included only those retail nonemployer firms which reported as a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. This treatment is the same as in the 1963 Census.

b. Selected "small employers"—"Employers" consist of all business firms in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" consist basically of all those single unit firms with payroll below a specified cutoff (except for a 10-percent sample of these which were included in the "mail" universe). The cutoff varied by kind of business and was designed, in most cases, to limit the "nonmail" group to establishments which would account for approximately 20 percent of total sales in each kind of business. The "number-of-employee" equivalent of the payroll cutoff generally was in the range of one to three employees.

Data on sales, payroll, and employment for "under cutoff" employer firms were obtained from the administrative records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA).

- 2. The "mail" universe—Information for firms in this group was obtained basically by means of a mail canvass. However, information on first quarter payroll and mid-March employment for single-unit employers (section b below) was obtained from IRS and SSA records. The "mail" universe includes the following categories:
 - a. Firms in the census precanvass—The census precanvass operation was basically designed to identify firms which operated units at more than one location.

Firms which were included in the precanvass were drawn primarily from 1963 Census records of multiunit firms and large employers. Miscellaneous categories of organizations (e.g., cooperative associations; State, county, and municipal liquor stores; and retail stores of utility companies) were also included in the precanvass.

- b. Firms not in the census precanvass—Other firms included in the "mail" universe consist of the following categories:
 - (1) The 10 percent of "small employer" firms referred to in section 1-b above.
 - (2) Other employers than those covered by section 1-b or 2-a above.

Comparison of the 1963 Census with the 1967 Census—Except for the method of coverage described above, the 1963 and 1967 censuses were conducted under similar conditions and procedures. Strict comparability of the data for the two censuses is limited by the following factors:

1. Classification—For both 1963 and 1967, nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. However, the 1967 classifications for "nonemployer" firms were coded in less detail than in 1963. Therefore, 1967 data for the combination of "employer" and "nonemployer" establishments are presented in less kind-of-business detail than was the case in 1963. Data for employer establishments, however, are shown in full detail.

For 1963, nonemployer firms were classified by IRS personnel with technical assistance of Census Bureau personnel. For 1967, classification of these firms was performed by personnel of the IRS through use of a coded listing of the kinds of business which were to be separately identified. While the technique of classification was substantially the same and was based on the firm's description of its principal business activity, greater use was made in 1967 of "basket" classifications (e.g., miscellaneous food stores).

The 1967 Census classification for the small employer firms (see coverage of employers above) which were not mailed the Census report form was based on the following:

- a. If the firm had been in business in 1963, the kind-of-business classification which had been assigned in that census was used.
- b. If the firm was a "birth" since 1963, the SSA classification was used if it corresponded to a census classification.
- c. If an adequate kind-of-business classification could not be assigned under the procedure outlined in a. and b. above, the firm was mailed a brief inquiry requesting information needed to assign such a classification.
- d. If these three procedures proved inadequate, the firm's description of its principal business activity as entered on its IRS business tax return was used.

The 1967 Census classification for establishments in the mail universe (section 2 above) was assigned, on the basis of answers to questions on sales by merchandise lines and other special inquiries.

In addition to differences in classification based on the method of enumeration, some changes were made in the 1967 Census in the individual kind-of-business classifications which are detailed in the "Kind-of-Business Classifications" section below. The kinds of business involving significant changes are building materials dealers, optical goods stores, and refreshment places. These changes importantly limit the comparability of the 1967 Census data for these kinds of business with those for the previous census.

- 2. Areas—The physical area of a number of urban places for which data are shown in the 1967 Census is not the same as it was in the 1963 Census because of annexations and other boundary changes which occurred since 1963.
- 3. Active proprietors—In the 1963 Census, the number of active proprietors of unincorporated businesses was computed by crediting sole proprietorships with one proprietor and partnerships with two

proprietors for each establishment in business during the week of November 15. In this report, the count of active proprietors is based on crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors for the following types of firms, including multiunit firms:

- a. All "employer" firms which had a first quarter 1967 payroll.
- b. All "nonemployer" firms in business the full year.
- c. Every second "nonemployer" firm not in business the full year.

4. Coverage of nonemployers—Although a comparison of data for nonemployer firms from the 1963 and 1967 Censuses seems to indicate that there was an increase in the number of such firms and that they accounted for approximately as large a proportion of total retail sales volume in 1967 as in 1963, these conclusions are subject to the following limitations:

The combination of (1) the census processing cutoff occurring before the completion of the flow of tax forms from which the census non-employer data were derived and (2) other processing omissions is estimated to have led to a loss of about 50,000 nonemployer firms, accounting for about one-half of 1 percent of retail sales volume in 1963. This estimate, which is based on a study of a sample of tax forms made after the 1963 Census results were compiled, reflects a more substantial census omission than previously had been estimated. Because of a later processing date for the 1967 Census, omissions from this census are believed negligible. Both censuses probably omitted a small number of nonemployers (accounting for a negligible sales volume) because the tax form kind-of-business description was inadequate to indicate they conducted an inscope kind of business.

As noted in section 1-a under "Method of Coverage" above, only those retail nonemployer establishments were included in the census which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. While these are the same rules used in the 1963 Census, a modification to reflect price changes probably would have resulted in the exclusion of several thousand additional marginal firms.

5. Payroll—In 1963 the inclusion in payroll of gratuities received by employees from patrons was not requested. In 1967, both in the case of payroll reported to the Internal Revenue Service and payrolls reported to the Census Bureau, businesses were requested to include in payroll the amount of tips and gratuities which were reported to employers as received by employees from patrons.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the "company" or "enterprise" which may consist of one or more establishments. Census of Business figures represent a summary of reports for individual establishments rather than companies. For businesses which were mailed a census form, separate information was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the Standard Industrial Classification (SIC) Manual¹ for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the census.

In the case of leased departments (separately owned businesses operated as departments of a retail business under another ownership such as a separately owned shoe department in a department store),

¹ Executive Office of the President, Bureau of the Budget, Standard Industrial Classification Manual, 1967.

only a single establishment combining leased departments with the retail establishment in which they are located is recognized for 1967 Census purposes.

Sales—Sales include merchandise sold and receipts from repairs and from other services to customers whether or not payment was received in 1967. Sales are net of deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year. Data for nonemployer establishments are included in the tables if they operated at an annual sales volume rate of \$2,500 or more; however, data for part year nonemployers have not been projected to a full year's operation.

Payroll, entire year—Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind(such as free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons which are reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include compensation of proprietors or of partners. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for purposes of reporting on Form 941.

Paid employees for the pay period including March 12, 1967—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1967. Included are employees on paid sick leave, paid holidays, and paid vacations. Proprietors and partners of unincorporated businesses are not included. The definition of paid employees is the same as used in reporting on IRS Form 941.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1967 edition of the SIC Manual, includes establishments primarily engaged in selling merchandise to customers for personal, household, or farm use. Some of the important characteristics of retail trade establishments are: (1) The establishment is engaged in activities to attract the general public to buy; (2) the establishment buys or receives merchandise as well as sells; (3) the establishment may process its products, but such processing is incidental or subordinate to selling; and (4) the establishment is considered "retail" by the trade.

In this report, liquor stores operated by State and local governments, classified in SIC major groups 92 and 93, are also included.

Excluded from retail trade are places of business operated by institutions and open only to members or personnel, such as school cafeterias, restaurants and bars operated by clubs, eating places operated by industrial and commercial enterprises for their own employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

As noted in the introduction, this report does not include data for nonstore retailers (part of SIC major group 53).

Establishments covered by the census were assigned a kind-of-business classification in accordance with the provisions of the 1967 edition of the SIC Manual. However, because in some instances a more detailed classification is required for census purposes than is available in the SIC

Manual, additional kinds of business have been identified within the

SIC categories.

It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts or some mixture of commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities or lines of merchandise are characteristic of different kinds of business will be available in the Census of Business report, Merchandise Line Sales, Series BC67-MLS.)

The basis for kind-of-business classification is described above in the sections under "Method of Coverage" and "Comparison of the 1963 Census With the 1967 Census—Classification." Descriptions of those kinds of business for which data are provided follow.

BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS (SIC Major Group 52)

This major group includes establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other equipment and supplies for all types of construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public. Establishments in this group which do not deal in lumber or millwork are classified as retail trade if sales to the general public equal 15 percent or more of total sales and sales to the general public and contractors combined equal 50 percent or more of total sales; otherwise they are classified as wholesale trade.

Establishments which deal in lumber as well as other building materials, whose reported sales of lumber and millwork are 1 percent or more of their total sales and whose sales to the general public amounted to 1 percent or more of total sales, are classified as retail if their sales to the general public and to contractors combined equal 50 percent or more of total sales. In 1963, establishments dealing in lumber and other building materials were classified as "wholesale" if less than 15 percent of their total sales were to the general public.

Hardware stores (SIC 5251)—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint, glass, housewares, household appliances, cutlery, and roofing materials.

GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53, Except "Nonstore Retailers")

This group includes all establishments within SIC major group 53, "General Merchandise," except for "nonstore" establishments (SIC 532,534, and 535), which for purposes of this publication are separately classified. (See "Nonstore Retailers" below.) This major group includes establishments which sell several lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

- 1. Furniture, home furnishings, appliances, radio and TV sets.
- 2. A general line of apparel for the family.
- 3. Household linens and dry goods.

For establishments classified as department stores in 1963, sales of any one of the above merchandise lines cannot exceed 85 percent of

total sales; for establishments included in classifications other than department stores in 1963, sales of any one of these lines cannot exceed 75 percent of total sales; for all other establishments to qualify as department stores, sales of each of the lines listed above must be less than 80 percent of total sales.

An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines described above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily selling a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of stores in this category is primarily based on self-designation by the store operators. In the 1963 Census of Business this industry was titled "limited price variety stores."

FOOD STORES (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58) and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores" (SIC 592).

AUTOMOTIVE DEALERS (SIC Major Group 55, Except 554)

This group includes establishments which sell new and used automobiles and new parts and accessories, aircraft and marine dealers, and mobile home dealers. Establishments dealing exclusively in used parts are classified in SIC 5933, "Secondhand stores," Automotive distributors whose sales are primarily to dealers, and establishments primarily engaged in selling trucks and motorized industrial equipment are included in the Wholesale Trade portion of the Census of Business.

GASOLINE SERVICE STATIONS (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from sale of gasoline and oil are included.

APPAREL AND ACCESSORY STORES (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adomment. Not included in this group are establishments which meet the criteria for department stores (SIC 531) or general merchandise stores (part of SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Women's clothing, specialty stores; furriers (SIC 562, 563, and 568)—Comprises the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of total sales, (2) sales

of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories

Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Women's accessory and specialty stores (SIC 563)—Establishments primarily selling a specialized line of women's and girls' apparel items (such as sportswear, beachwear, blouses, and hosiery) and women's accessories and specialties, such as millinery (ready to wear and custom made), foundation garments, lingerie, gloves, and handbags. Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 565) under conditions specified in the definition for that kind of business.

Furriers and fur shops (SIC 568)—Establishments primarily selling furs and fur garments. Establishments primarily engaged in selling fur garments made on their own premises to individual order are also included.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as "Custom tailers" (SIC 567).

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling any one line or a combination of the lines of men's, women's, and children's footwear.

Apparel and accessory stores, n.e.c. (SIC 564, 567, and 569)—Comprises the following industries:

Children's and infants' wear stores (SIC 564)—Establishments primarily selling children's and infants' clothing, furnishings, and accessories.

Custom tailors (SIC 567)—Establishments primarily selling men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc., made on their own premises to customer order. Establishments primarily selling furs and fur apparel are classified as "Furriers and fur shops" (SIC 568).

Miscellaneous apparel and accessory stores (SIC 569)—Establishments primarily selling specialized lines of apparel and accessories not elsewhere classified.

FUNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware,

domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. (Establishments selling household appliances, record players, and radio and TV sets, are also included if receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.)

Home furnishings stores (SIC 571, except 5712)—Establishments primarily selling floor coverings; curtains, draperies, and upholstery materials; china, glassware, and metalware; lamps and lampshades; blinds and window shades; picture frames and mirrors; etc.

Household appliance, radio-TV, music stores (SIC 572 and 573)—Comprises the following industries:

Household appliance stores (SIC 572)—Establishments primarily selling electric and gas household appliances such as washers, dryers, refrigerators, stoves, freezers, vacuum cleaners, electric irons, percolators, hot plates, dehumidifiers, self-contained room air conditioners, and other household appliances. Some public utility companies operate establishments primarily engaged in the sale of electric and gas appliances for household use. Such establishments are also included in this classification. Also included are establishments selling furniture, sleep equipment, phonographs, radio and TV sets, provided the receipts from the sales of household appliances exceed those of other merchandise.

Radio and television stores (SIC 5732)—Establishments primarily selling radios, television sets, record players, tape recorders, and other sound reproducing equipment. Installation may be performed incidental to the sale of these items.

Establishments which also sell furniture, sleep equipment, and household appliances are included provided the receipts from sales or radios, television sets, phonographs, and tape recorders exceed those of other merchandise. Radio and television repair shops are classified in SIC 7622 and are included in the Selected Services portion of the Census of Business.

Record shops (part of SIC 5733)—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

Musical instrument stores (part of SIC 5733)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily selling prepared foods and drinks for consumption on or near the premises; and lunch counters and refreshment stands selling prepared foods and drinks for immediate or "take-home" consumption. Also included are caterers who sell prepared foods which are served elsewhere than at their place of business and in-plant food contractors. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here. Candy and popcorn stands located in theaters are, however, included in SIC 54 as "Food Stores."

Eating places (SIC 5812)—Comprises the following industries:

Restaurants, lunchrooms, caterers—Establishments primarily selling prepared food and drink for consumption either on the premises or at a place designated by the customer. Establishments calling themselves caterers but not selling prepared foods as part of their business activity are not included in this category.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods

and nonalcoholic beverages are classified as "Drinking places" (SIC 5813). Counter or table service may be provided at establishments calling themselves restaurants or lunchrooms.

Cafeterias—Establishments primarily selling prepared foods and drinks for consumption on the premises. In these establishments the customers serve themselves.

Refreshment places—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as frozen custard, pizza, barbequed chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

In the 1963 Census of Business, ice cream, frozen custard, soft ice cream, and similar refreshment items sold from trucks were included in this classification. In the 1967 Census of Business, these establishments are classified as "Direct selling (house-to-house canvass) establishments" (SIC 5351) in the "Nonstore Retailers" group and are not included in this series of reports.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from sales of alcoholic beverages exceed receipts from sales of food.

DRUG STORES AND PROPRIETARY STORES (SIC 591)

Drug stores (part of SIC 591)—Establishments selling prescriptions, proprietary drugs, patent medicines, and other health and first-aid products. Usually these establishments also sell a variety of other merchandise such as cosmetics, toiletries, candy, tobacco products, magazines, and toys.

MISCELLANEOUS RETAIL STORES (SIC Major Group 59, Except 591)

This major group includes retail stores not elsewhere classified. In the 1963 Census of Business this group was called "Other retail stores."

Liquor stores (SIC 592), also government-operated liquor stores (part of major groups 92 and 93)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Sporting goods stores; bicycle shops (SIC 595)—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and

other sports; and gymnasium and playground equipment. Also, establishments primarily selling bicycle and bicycle parts and accessories.

Jewelry stores (SIC 597)—Establishments primarily selling any combination of the lines of jewelry such as diamonds and other precious stones mounted in precious metals as rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992)—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business unless receipts are primarily from sales of products not grown on the premises.

In addition to the kinds of business described above, for which data are shown separately in this report, this group includes other retail stores, such as antique and secondhand stores; hay, grain, feed, and other farm supply stores; garden supply stores; coal, wood, ice, fuel oil, and liquefied petroleum gas dealers; cigar stores, stands; newsdealers, newsstands; gift, novelty, souvenir shops; optical goods stores; typewriter stores; luggage, leather goods stores; hobby, toy, game shops; religious goods stores; pet shops; and other establishments selling specialized lines of merchandise, such as collectors' items and supplies, artists' supplies, and other lines not elsewhere classified. Although data for these establishments are not shown separately, they are included in the group total.

NONSTORE RETAILERS (Part of SIC Major Group 53)

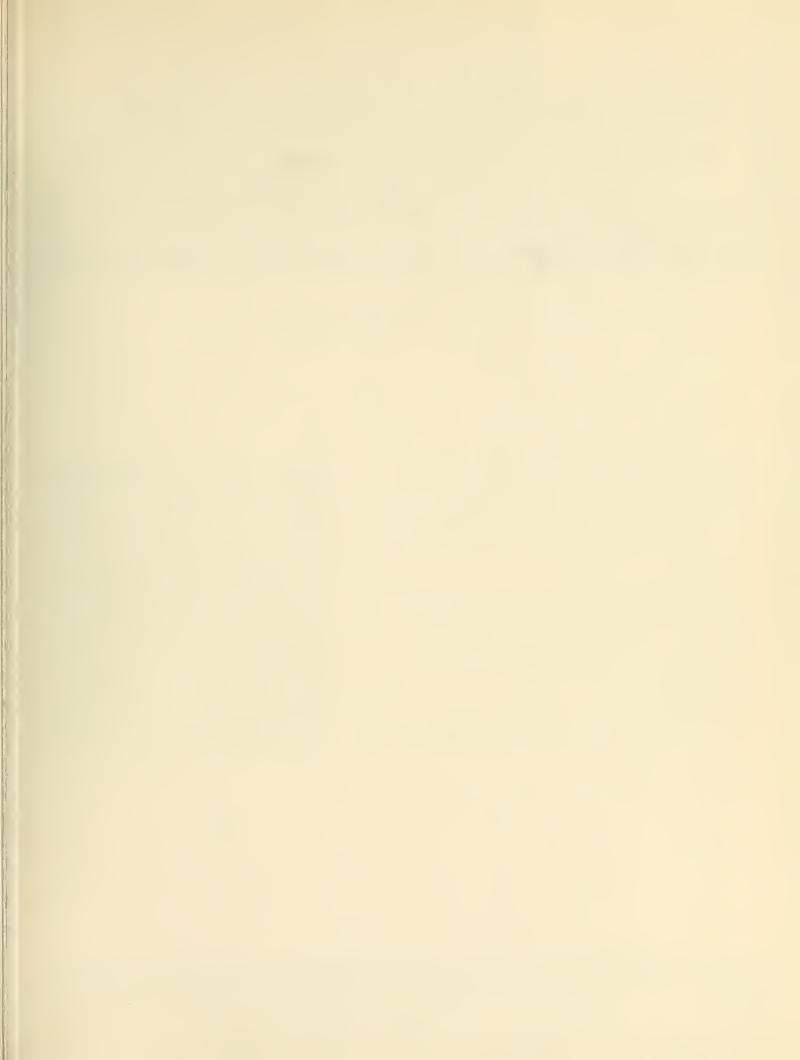
The establishments primarily engaged in these activities are not included in this series of reports of the 1967 Census of Business but are included in all other retail trade publications of the census. Included in this classification are mail-order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations. In this census, the sales made at catalog sales desks in retail stores were tabulated as part of the stores' sales rather than as a part of the sales of mail-order houses, as had been done in the earlier censuses.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1967 Census of Business may be obtained on computer tape, on punch cards, or in tabular form. The data provided in such special tabulations will be in summary form and will be subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis and the request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to: Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.





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